



# KC BizCare – Business Customer Service Center

**DATE:** August 13, 2009  
**TO:** Wayne A. Cauthen, City Manager  
**FROM:** Rick Usher, Assistant to the City Manager  
**SUBJECT:** **Monthly Report – July 2009**

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

KC BizCare is featured in the July issue of *KC Small Business* magazine.

3. Programmatic and Operational Issues

- We continue to work with Ava Gardner on advertising KC BizCare on KCATA buses.
- We have requested funding from the Greater Kansas City Chamber of Commerce to provide for the second printing of our Business Resource Guide.
- City Communications, working in collaboration with the Legal Department, finalized and the City Manager approved AR No. 1-25, the City's Social Media Policy. The policy authorizes the use of approved social media sites and establishes guidelines for their use. We have prepared a KC BizCare page on Facebook and LinkedIn for your review. These sites will allow us to promote the services of KC BizCare; they will also allow us to monitor and participate in discussions about improving business services in Kansas City.

4. Performance and Statistics

KC BizCare staff track a variety of performance measures to evaluate progress in promoting a business friendly city. The following is a summary of performance measures through July 31, 2009:

- a) Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

Result: Nine surveys received with an average score of 10

- b) Serve walk-in customers within 10 minutes of arrival and respond to initial phone, voice mail and email inquiries within four hours.

Result: All walk-in customers served immediately; all phone, voice mail and email inquiries served within four hours

<b>New Client Contacts July 1 - July 31, 2009</b>	
Type	#
Walk-in	15
Phone	73
Email	3
Total	91

<b>Total Active Clients YTD</b>	<b>158</b>	
	June	July
Number of referrals	61	229
Number assisted with business formation	12	93
Number assisted with regulatory/licensing	37	114
Number assisted with marketing	12	22
% of walk-ins assisted within 10 minutes	100%	100%
% of email/voicemails within 4 hours	100%	100%
% of clients follow-up within 3 weeks	100%	100%
Number of networking events	16	11
Average satisfaction rate YTD	9	10

- c) Follow-up with customers within three weeks to determine satisfaction and quality of referral.

Result: All customers received a follow-up within three weeks of initial contact; customers report satisfaction with referrals.

Referrals made:

Referrals to City, State, Federal Departments & Resource Partners		# of
Entity	Type of Referral	Referrals
<b>City Departments</b>		
Finance - Revenue Business License	Regulatory/Licensing	41
Finance - Revenue Earnings Tax	Regulatory/Licensing	1
Health - Food Protection	Business formation	9
Human Relations - Affirmative Action	Regulatory/Licensing	3
Human Relations - M/B/DBE	Business formation	3
Human Relations - become a city vendor	Business formation	2
NCS - Regulated Industries	Business formation	2
Planning - Development Assistance	Business formation	1
Planning - Zoning Clearance	Regulatory/Licensing	29
Planning - Contractor licensing	Business formation	4
Planning - Permit Division	Business formation	1
Planning - Weatherization program	Business formation	9
Public Works - Street Closure	Regulatory/Licensing	1
KCPD Alarm Administration Office	Regulatory/Licensing	1
KCPD Security/Private Investigator Business License	Regulatory/Licensing	1
<b>State Departments</b>		
MO Board of Cosmetology & Barber	Business formation	1
MO Department of Health - Child Care Licensing	Business formation	2
MO Department of Insurance, Financial Institutions & Professional	Business formation	1
MO Dept of Revenue	Regulatory/Licensing	15
MO Procurement Office	Business formation	1
MO Secretary of State	Business formation	35
MO Women's Council	Business formation	1
State of KS Business Registration	Regulatory/Licensing	1
State of KS Sales Tax ID	Regulatory/Licensing	1
<b>Federal Departments &amp; Agencies</b>		
Internal Revenue Service Small Business	Regulatory/Licensing	2
IRS Taxpayer Assistance Center	Regulatory/Licensing	1
SBA Economic Development Dept	Business formation	1
SBA Small Bus Procurement Program	Business formation	2
<b>Resource Partners</b>		
Block Business and Career Center at the KCMO Public Library	Business formation	2
Downtown Council of Kansas City	Business formation	3
E.M. Kauffman Foundation	Business formation	1
Economic Development Corporation KC	Business formation	1
EDC Loan Corporation	Business formation	2
Entrepreneurial Legal Clinic UMKC	Business formation	5
First Step Fund	Business formation	1
KCSOURCELink	Marketing/ Business Formation	20
SBTDC at UMKC	Business formation	1
SCORE of Kansas City	Business Formation	3
The Freelance Exchange of KC	Marketing/ Business Formation	2
<b>Other Metro Government Agencies</b>		
City of Blue Springs - Business License Office	Regulatory/Licensing	1
City of Grandview - Business License Office	Regulatory/Licensing	1
City of Independence - Business License Office	Regulatory/Licensing	1
City of Lee's Summit - Business License Office	Regulatory/Licensing	1
City of Mission Hills, KS - Business License Office	Regulatory/Licensing	1
City of Mission, KS Business License Office	Regulatory/Licensing	1

**Other Metro Government Agencies, continued**

City of Olathe, KS - Business License Office	Regulatory/Licensing	1
City of Overland Park, KS - Business License Office	Regulatory/Licensing	1
City of Prairie Village, KS - Business License Office	Regulatory/Licensing	1
City of Raytown - Business License Office	Regulatory/Licensing	1
City of Roeland Park, KS - Business License Office	Regulatory/Licensing	1
City of Shawnee, KS - Business License Office	Regulatory/Licensing	1
Jackson County Assessment Office	Regulatory/Licensing	2
Jackson County Economic Development Department	Regulatory/Licensing	1
Unified Government of Wyandotte County/Kansas City	Regulatory/Licensing	1
Total:		229

- d) Make five networking contacts with City departments and resource partners each month.

Result: A total of 11 networking contacts made in July; three were Power Point presentations.

<b>Networking Contacts July 1 - July 31, 2009</b>	
Entity	Date
Downtown Council Board Meeting	7/2/2009
John Quimby, Weatherization	7/2/2009
Jeremy Hegle, KC SourceLink	7/7/2009
Heidi Moyer, Human Relations	7/8/2009
Jodi Edgerton, International Office	7/9/2009
A City That Works Presentation	7/14/2009
John Hastings, City Fire Marshall	7/14/2009
Doug Nuckolls, EDC Loan Corp.	7/16/2009
Linda Bailey, SBA	7/17/2009
EDC Board Meeting	7/24/2009
KC Area Resource Exchange	7/30/2009
Total Contacts	11

- e) Identify streamlining initiatives from recommendations of City departments, resource partners and customers.

Result: KC BizCare staff continue to create matrixes and flowcharts that represent various City regulatory processes. Flowcharts are helpful to customers in explaining the steps needed to attain regulatory compliance. Flowcharts and matrixes also show the relationships and point of contact that customers experience as they navigate City departments. This allows KC BizCare staff to coordinate communications across departments to better serve customers.

- f) Work with Kauffman Foundation to market program.

Result: I have left a message for and sent an e-mail to John Courtin at the Kauffman Foundation inviting him to come to the office for a meeting to discuss the implementation of KC BizCare and where we might find opportunities to collaborate with the Kauffman Foundation.

5. Awards/Accolades

None

6. Follow-up From Last Month

None